

Claims

What is claimed is:

1. A method of calculating a local delivery of a local television commercial spot for a non local advertiser comprising the steps of:

determining an estimated audience delivery for the local spot;

receiving and processing affidavits, in electronic format, for each airing of the local spot, the affidavits comprising detailed information on the airing of the local spots including a date and time the local spot aired;

obtaining national audience measurement data for each time interval during which the local spot aired; and

calculating an actual proportional delivery for the local spot by combining the audience measurement data for each airing of the local spot.

2. A method of aggregating local spots on a network into national equivalent units comprising the steps of:

obtaining, in electronic format, details on the airing of the local spots;

obtaining national viewing data for the network;

determining an impression delivery for the local spots based on the national viewing data;

assigning audience values for the local spots based on the impression delivery for the spots;

aggregating the audience values to create a national equivalent unit on the network.

3. A method for aggregating local commercial spot inventory into national equivalent units for a network and providing accurate audience delivery measurements using published national viewing data comprising the steps of:

processing affidavits in an electronic format for every local spot aired, the affidavits comprising detailed information on the airing of the local spots;

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determining an impression delivery for the local spots aired based on viewing data from a national audience measurement and matching the impression delivery with the information from the processed affidavits;

assigning audience values for the local spots based on the impression delivery;

aggregating the local spot affidavit information, impression delivery and audience values to generate a national equivalent unit;

for the national equivalent unit determining the number of times the unit aired and an impression delivery for the unit;

comparing the estimated delivery with the actual delivery to determine the value of the national equivalent unit;

for additional national equivalent units, repeating the steps of determining an impression delivery of the local spots, of assigning audience values for the local spots, and of determining the number of national equivalent units aired and the impression delivery for the national equivalent units; and

calculating from the national equivalent units the amount to charge an advertiser for an advertising schedule on the network.

4. The method of claim 3 wherein the affidavits comprise the exact date and time the local spot aired, the network on which the local spot aired, and the program during which the local spot aired.

5. The affidavits of claim 4 wherein the affidavits are received in electronic format.

6. The method of claim 5 wherein the electronic formats of the affidavits are converted into a readable format.

7. The method of claim 4 wherein the affidavits are received in paper format.

8. The method of claim 7 wherein the paper affidavits are scanned or otherwise converted into a readable electronic format.

9. The method of claim 4 wherein the affidavits are received in both paper and electronic format.

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10. The method of claim **3** wherein the steps of calculating the amount to charge an advertiser are repeated for additional networks.

11. The method of claim **10** wherein the method is repeated for additional advertisers.